# Personal Health Record Implementation at Blue Cross & Blue Shield of RI



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**Blue Cross Blue Shield** of Rhode Island
Your Plan for Life.™

## Mission and Vision:

- **Mission**: *Non-profit, charitable organization that embraces its corporate social responsibility.*
- **Vision**: *To improve the quality of life of Rhode Islanders by improving their health.*

## Core Values:

- Service
- Stability
- Healthy Community

## Membership:

- 680,000 members
- 68% of Rhode Island market share

## Staff Annually:

- Answer 1.1 million telephone calls from members and providers
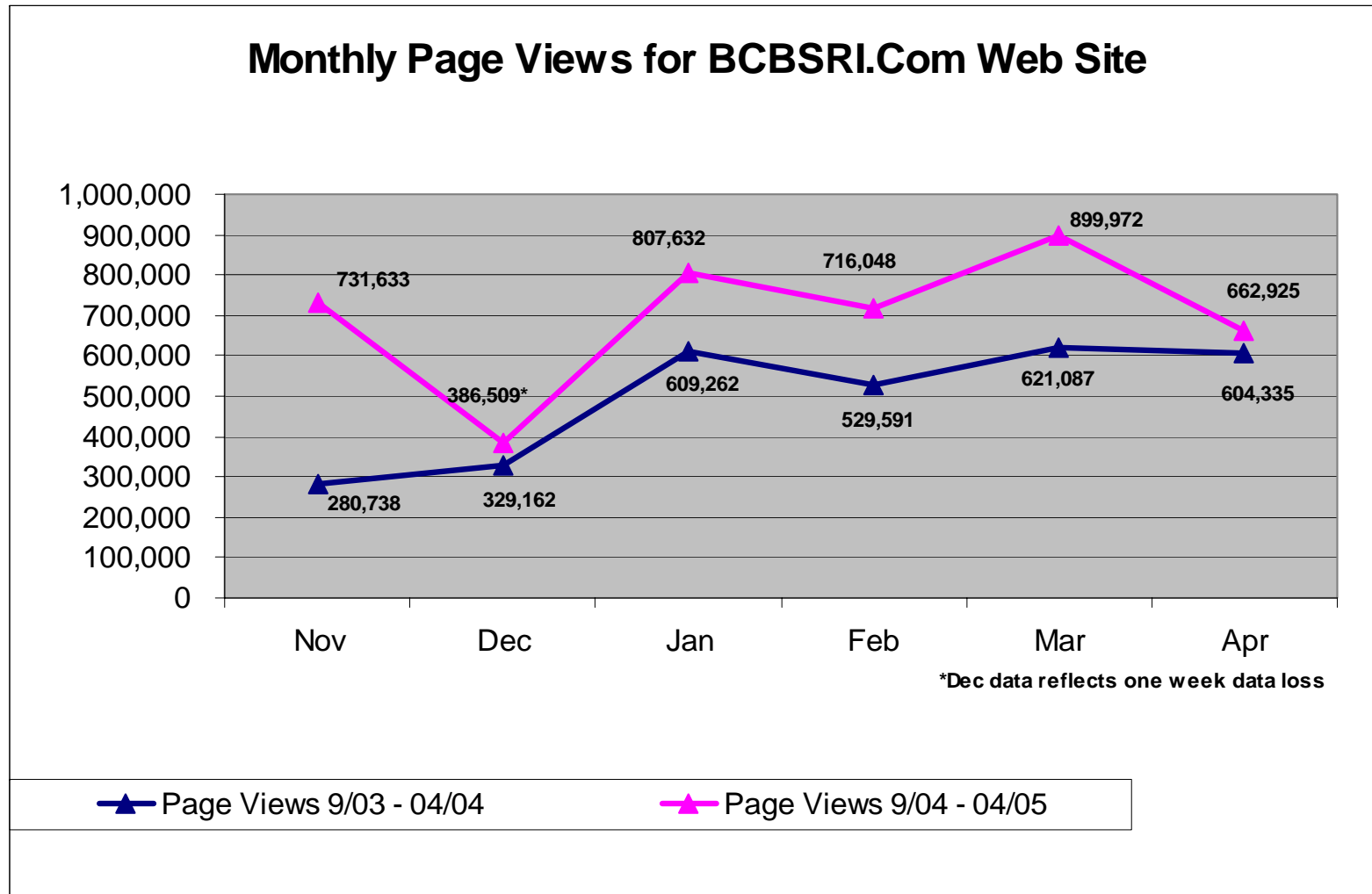- Respond to more than 9,500 written inquires

## In 2003:

- Processed over $1.7 billion in claims

- Re-engineered Site Launched on October 15, 2002
- Focus:
  - Health & Wellness
  - Customer Self Service
  - State of the Art Technological Infrastructure
- Member – Centric
  - Customer Self Service Features
  - Provider Search Capabilities
  - Google® Search Engine
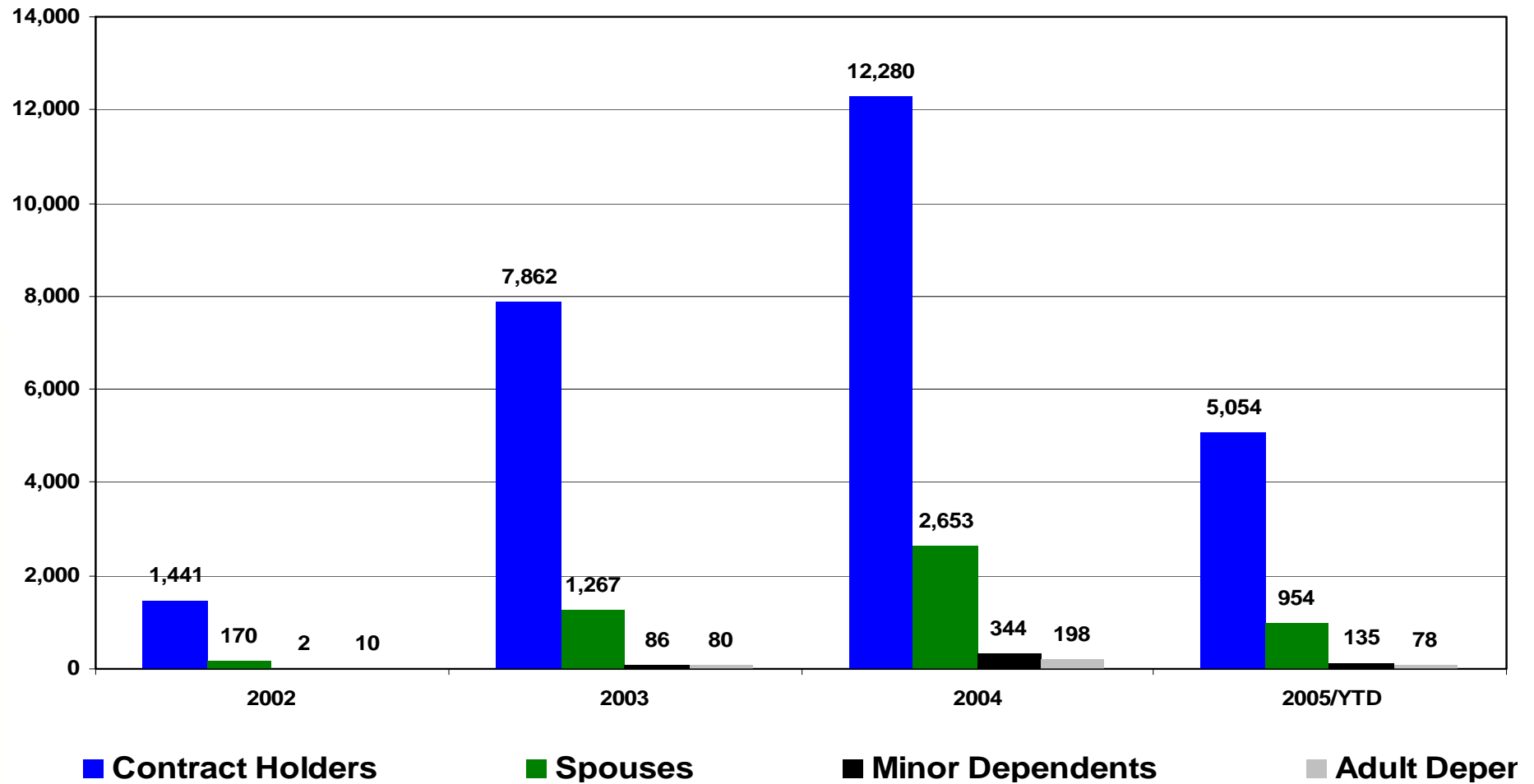  - Mayo Clinic Content
  - Personal Health Record

MAYO CLINIC
Health Information

healthAtoZ
Your e-Health Solution

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- ## Site Traffic:

**Monthly Page Views for BCBSRI.Com Web Site**



*Dec data reflects one week data loss*

Legend:
- Page Views 9/03 - 04/04
- Page Views 9/04 - 04/05

Data points (9/03 - 04/04): Nov 280,738; Dec 329,162; Jan 609,262; Feb 529,591; Mar 621,087; Apr 604,335

Data points (9/04 - 04/05): Nov 731,633; Dec 386,509*; Jan 807,632; Feb 716,048; Mar 899,972; Apr 662,925

# Member Registration:

**New Registered Users from BCBSRI.Com 2002 - 2005**



| | Contract Holders | Spouses | Minor Dependents | Adult Deper |
|---|---|---|---|---|
| 2002 | 1,441 | 170 | 2 | 10 |
| 2003 | 7,862 | 1,267 | 86 | 80 |
| 2004 | 12,280 | 2,653 | 344 | 198 |
| 2005/YTD | 5,054 | 954 | 135 | 78 |

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- # Personal Health Record
  - ## Goals
    - Provide a secure environment for members and their families to store personal health information
    - Easy access in a emergency situation
    - Strengthen relationship between providers, members and BCBSRI
  - ## Selection
    - Comprehensive analysis and recommendation of PHRs completed by IBM in 2002
    - Vendor selected: HealthAtoZ

- Evaluation Criteria
  - Features and functionality
  - Hosting/branding flexibility
  - Market sophistication and experience
  - Financial stability and solvency
  - Technical architecture compatibility
  - Security and Privacy
  - Business (vision) compatibility
  - Price competitiveness
  - Navigation and Usability
  - Scalability

- **Personal Health Record**
  - Part of initial implementation
  - Currently utilized by 1,012 members
  - Double layer of encryption
  - Enhanced / customized by HealthAtoZ for BCBSRI
  - Supports Corporate Vision
  - Engages member

- Benefit to Members/Consumers
  - "electronic shoebox"
    - Personal information (including emergency contact information)
    - Family medical history
    - Immunization history and planner
    - Allergies to food and drugs
    - History of personal illnesses, past procedures, or hospitalizations
    - Medications and or supplements
    - Contact information for other healthcare practitioners/clinics, etc.
    - Insurance Information
    - Advance directives
  - Drug Intervention database
  - Share with provider
  - Integration with Disease/Condition Trackers

- # Disease/Condition Trackers

  - ## Create / Maintain Health Improvement Plan

    - Fitness
    - Diabetes
    - Cardiac Care
    - Pregnancy
    - Asthma

- **Benefit to Providers**
  - Reduces paperwork
  - Comprehensive, secure source of self-disclosed patient data
    - Family medical history
    - Allergies
    - Contact information
    - Insurance information
  - Emergency Department

- Enhancement/Customization
  - Provider access to PHR
    - Member consent
    - View only

- Enhancement/Customization
  - Integration with Drug Claim History

- ## Enhancement/Customization
  - Integration with Drug Claim History (continued)

- Evolution Into A Personal Health Management System
  - PHR as a Health Care Coordination Interface
    - Collects data from across the health care continuum
    - Presents a comprehensive history and detailed "snapshot" of current health activities
    - Facilitates decision support for Consumer Directed Health Care
  - Communication Tool between Provider & Patient
    - Secure Messaging
    - Integration with Physician EMRs
  - Interface For Chronic Condition Management
    - Connects multiple stakeholders such as Disease Management, Labs and Claims Data



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